

ENTREPRENEURSHIP, CERTIFICATE

REQUIREMENTS

REQUIREMENTS

A total of 15 credits is required to complete the certificate which includes a foundation course, advanced entrepreneurship coursework, and electives. Students are strongly encouraged to participate in related non-credit entrepreneurship immersion experiences such as competitions and student organizations.

- At least 9 of the required 15 credits for the certificate must be completed in residence.
- Students must earn a 2.5 cumulative GPA in all certificate in entrepreneurship coursework.

FOUNDATION COURSEWORK

Code	Title	Credits
M H R 322	Introduction to Entrepreneurship	3

ADVANCED ENTREPRENEURSHIP COURSEWORK

Select 3 credits from the following list. Some courses may have pre-requisites, so please make sure those are satisfied before selecting a course.

Code	Title	Credits
FINANCE 457	Entrepreneurial Finance	3
GEN BUS 310	Fundamentals of Accounting and Finance for Non-Business Majors (Recommended)	3
or ACCT I S 100	Introductory Financial Accounting	
or ACCT I S 300	Accounting Principles	
M H R 415	Strategic Management of Innovation and Corporate Entrepreneurship	3
M H R 422	Advanced Entrepreneurship	3
M H R 434	Venture Creation	3
M H R 438	Wisconsin Applied Ventures in Entrepreneurship (WAVE)	3
M H R 441	Technology Entrepreneurship	3
M H R 640	Creative Destruction Lab I	1
M H R 641	Creative Destruction Lab II	2

ELECTIVE COURSEWORK

Select 9 credits of other elective coursework either from the list below or courses from the advanced entrepreneurship course list above.

Code	Title	Credits
A A E/INTL ST 373	Globalization, Poverty and Development	3
A A E/M H R 540	Intellectual Property Rights, Innovation and Technology	3

A A E/ECON/ ENVIR ST/ URB R PL 671	Energy Economics	3
ART 338	Service Learning in Art	2
CNSR SCI 250	Retail Leadership Symposium	1
CNSR SCI 257	Introduction to Retail	2
CNSR SCI 555	Consumer Design Strategies & Evaluation	3
CNSR SCI 561	Consumer Engagement Strategies	3
CNSR SCI 567	Product Development Strategies in Retailing	3
CNSR SCI 665	Household Risk Management	3
COM ARTS 355	Introduction to Media Production	4
COMP SCI/ E C E 506	Software Engineering	3
COMP SCI 571	Building User Interfaces	3
ECON/A A E/ ENVIR ST/ URB R PL 671	Energy Economics	3
GEN BUS 311	Fundamentals of Management and Marketing for Non-Business Majors	3
ISY E 313	Engineering Economic Analysis	3
ISY E/PSYCH 653	Organization and Job Design	3
ISY E/B M E 662	Design and Human Disability and Aging	3
INTL ST/A A E 373	Globalization, Poverty and Development	3
JOURN 447	Strategic Media Planning	4
KINES 312	Technology for Physical Activity and Health Professionals	2
LSC 250	Research Methods in the Communication Industry	3
LSC 270	Marketing Communication for the Sciences	3
LSC 350	Visualizing Science and Technology	3
LSC 432	Social Media for the Sciences	3
LSC 435	Brand Strategy for the Sciences	3
LSC 440	Digital Media and Science Communication	3
LSC 625	Risk Communication	3
LSC 640	Case Studies in the Communication of Science and Technology	3
M E 349	Engineering Design Projects	3
M E 351	Interdisciplinary Experiential Design Projects I	3
M E 352	Interdisciplinary Experiential Design Projects II	3
M E 549	Product Design	3
M H R 300	Managing Organizations	3
M H R 305	Human Resource Management	3
M H R 320	New Ventures in Business, the Arts and Social Entrepreneurship (restricted to students in the StartUp Learning Community)	3

M H R 321	Social Entrepreneurship (restricted to students in the StartUp Learning Community)	1
M H R/A A E 540	Intellectual Property Rights, Innovation and Technology	3
M H R 628	Negotiations	3
M H R/INTEGART 632	Introduction to Arts Entrepreneurship	3
M H R/INTEGART 636	Entrepreneurship in Arts & Cultural Organizations	3
M H R 640	Creative Destruction Lab I	1
M H R 641	Creative Destruction Lab II	2
MARKETNG 300	Marketing Management	3
MARKETNG 340	Technology Product Marketing	3
MARKETNG 355	Marketing in a Digital Age	3
MARKETNG 426	Strategic Retailing	3
MARKETNG 437	New Product Innovation	3
PHILOS 243	Ethics in Business	3-4
R M I 300	Principles of Risk Management	3
R M I 650	Sustainability, Environmental and Social Risk Management	3
REAL EST/A A E/ECON/URB R PL 306	The Real Estate Process	3
REAL EST 415	Valuation of Real Estate	3
STS 201	Where Science Meets Society	3
THEATRE 260	Producing Theatre	3
THEATRE 501	The Business of Acting	3

CERTIFICATE COMPLETION REQUIREMENT

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.